

## Respond to tenants need by effective use of IP-based operating system.

Galeria Katowicka shopping mall implements the largest customer counting system in Poland.



### Organization:

Neinver (Galeria Katowicka)

### Location:

Katowice, Poland

### Industry segment:

Retail

### Application:

Loss prevention, safety and security, merchandising and operations

### Axis partner:

TOP-KEY

### Mission

Polish Galeria Katowicka Shopping Mall opened in 2013. Situated in the heart of the Katowice city, the site comprises a shopping center, a railway station and an underground bus terminal. The 52,000-square metre mall houses nearly 250 shops and service outlets, a multiplex cinema and an underground car park with 1,200 parking spaces. Neinver, a company managing the mall, was looking for a solution that would enable the counting of customers not just at each entrance to the site but also in individual stores inside the mall.

### Solution

The client chose a solution from TOP-KEY, a company whose market experience and many years of cooperation with the main investor of Galeria Katowicka has proven its competence and ability to implement challenging customised solutions. IP cameras from Axis Communications with embedded software from TOP-KEY, which offers uninterrupted data collection even during a connection failure with a server, was chosen to be used as counting devices.

### Result

The proposed and implemented innovative solutions from TOP-KEY, along with the installation of cameras in every commercial unit rented out in Galeria Katowicka, have resulted in the largest customer counting system in Poland and one of the largest counting systems in this part of Europe. The decision to have cameras in each retail store was dictated by the need for simple and effective conversion rate monitoring. It is now possible to bring marketing actions closer to the current needs of the tenants as well as anticipate their needs and react to problems.

**“Our cooperation with TOP-KEY has been very good. The work went according to schedule and the mall’s normal operation was never interrupted. Since it was introduced the counting system has been expanded, and it is monitored by TOP-KEY. The data from the system make the everyday management of the mall easier.”**

**Slawomir Madlewski, Facility Manager at Galeria Katowicka.**

### **Kilometers of cables and hundreds of cameras**

The size of the mall and the number of entrances were just some of the challenges that TOP KEY had to face as the solution was being implemented. Around thirty kilometres of structure cabling was routed, an optical fiber network laid and patch panel cabinets put in to enable the implementation of such a complex system. With the system being equipped with self-verification procedures and measures related to the functioning of all the system components, the counting is done with maximum efficiency and accuracy. This makes maintenance and repairs very quick.

### **Difficult challenges and ground-breaking solutions**

The mall's unusual main entrance – very wide and semi-circular – was another test for the system. As many as ten cameras had to be installed with synchronized video transmitted between them to avoid counting the same person more than once.

The coming challenge will be integrating the customer counting system and the parking system that supports 1,200 parking spaces. The integration will enable transparent and uniform reporting from both systems, facilitating the manager's work and making the correlation of data more fluent. The implementation of number plates recognition system is planned in the future.

Both the software and hardware of the existing system are already being expanded; new cameras are regularly added for thorough surveillance of all the areas of the mall and delivery of essential information. All these actions lead to increased efficiency in the activities taken by the mall's management.

